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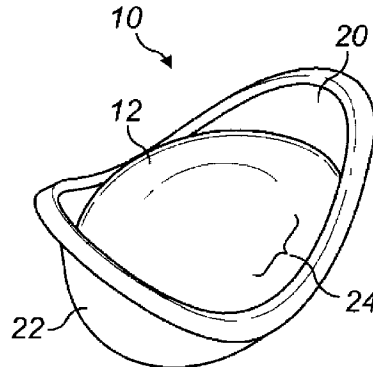
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(54) **Titre :** EMBALLAGE AMELIORE ET PROCEDE D'OUVERTURE

(54) **Title:** IMPROVED PACKAGING FOR CONFECTIONERY AND METHOD OF OPENING



(57) **Abrégé/Abstract:**

A confectionery packaging is provided comprising a first part formed from a preformed shell that is substantially rigid so that the part maintains its shape. The first part holds the product to be packaged, which in the Figures is shown as a confectionery egg. Main surfaces of the first part are shaped so as to substantially conform to the shape of the confectionery egg. Consequently an open mouth to the part is provided. The egg is accessible through the open mouth. A flange is formed about the perimeter of the open mouth. The flange extends away from the main surfaces and continuously about the perimeter of the mouth and extends a substantial distance therefrom in order to provide a surface against which a second part can be sealed.

The confectionery packaging forms a sealed enclosure about the egg by sealing a second part to the flange. To open the packaging, the film is separated from the first part, for instance by peeling back the film.

There is therefore provided a packaging which provides an improved protection to the egg and to which graphics can be more reliably applied and reproduced. The preformed part also provides a convenient holder for the egg to allow the user to consume the egg without having to touch the egg itself.

Abstract

Improved Packaging For Confectionery and Method of Opening

5 A confectionery packaging is provided comprising a first part formed from a preformed shell that is substantially rigid so that the part maintains its shape. The first part holds the product to be packaged, which in the Figures is shown as a confectionery egg. Main surfaces of the first part are shaped so as to substantially conform to the shape of the confectionery egg. Consequently an open mouth to the
10 part is provided. The egg is accessible through the open mouth. A flange is formed about the perimeter of the open mouth. The flange extends away from the main surfaces and continuously about the perimeter of the mouth and extends a substantial distance therefrom in order to provide a surface against which a second part can be sealed.

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20 There is therefore provided a packaging which provides an improved protection to the egg and to which graphics can be more reliably applied and reproduced. The preformed part also provides a convenient holder for the egg to allow the user to consume the egg without having to touch the egg itself.

Improved Packaging For Confectionery and Method of Opening

The present invention relates to food packaging for confectionery or the like and in particular, although not exclusively, to packaging that conforms to the shape of the packaged product such as packaging for confectionary eggs.

Confectionery eggs are often wrapped in a foil wrapper that conforms to the shape of the packaged confectionery egg. Here a rectangular foil sheet with graphics and the like printed on the outer side is wrapped around a confectionery egg to provide a protective barrier and maintain the confectionery egg in a hygienic condition ready for consumption. The foil is easily malleable so forms a close contour around the confectionery egg so that the packaged confectionery egg substantially maintains its outer profile. Because the foil is wrapped around the confectionery egg, it is not possible to provide a continuous graphic on the packaged product. Furthermore, the appearance of the packaged product is not always repeated. That is, the graphics on the outer surface of the foil can form differently from one production line to the next and even between packaged confectionery eggs on the same production line.

In use, the foil wrapped confectionery eggs can be sold individually from containers in which loose filled confectionary eggs are stored. Typically, the confectionery eggs will be stacked randomly on top of each other given the non-stacking shape. Once purchased, a consumer unwraps the packaged confectionery egg from the foil wrapper to consume the confectionery egg. The foil wrapper is able to be unwrapped because the packaging process does not seal the edges of the foil. The consumer therefore simply peels back an edge of the foil wrapper to begin opening. This opening procedure does not provide for a tamper evident packaging. That is, because the foil wrapper can be reclosed to substantially its original position, it is not possible for a consumer to know if the packaging has been tampered with, following dispatch from the confectionary plant.

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It is an object of the present invention to attempt to overcome at least one of the above or other disadvantages. It is a further aim to provide a packaging and packaging method that may allow a packaging to conform to the shape of the packaged product whilst still providing a tamper evident closure and additionally or alternatively an improved graphical consistency on the outer surface of the packaged product. It is a further aim to provide an improved method of opening a packaging

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that conforms to the shape of the packaged product, with a particular aim being to allow a user to consume the product with reduced direct handling of the product. Other aims include providing a packaging for a non-stable shaped product having improved ease of display and handling as well as providing an element of fun and playfulness to the packaging and opening method.

According to the present invention there is provided a confectionery packaging, a method of packaging a confectionery product, and a method of opening said confectionery packaging as set forth in the appended claims. Other features of the invention will be apparent from the dependent claims, and the description which follows.

According to the exemplary embodiments, a confectionery packaging is provided that is ideally suited to packaging shaped products and in particular, shaped products such as eggs or ovoid or cylinders or complex shapes including the same whose shape does not offer a natural stability. That is, shapes that are prone to rolling or tipping or the like. The exemplary embodiments could even be applied to more stable geometric shapes like bars where it is desirable to stand the product on a thin or narrow edge. Consequently, although herein, the exemplary embodiments will be described with reference to packaging an egg-shaped product, other shapes are envisaged and the reader will understand that the packaging can be readily adopted to suit other shapes by changing the shape of the packaging. In each embodiment, main surfaces of the packaging are shaped so that the formed internal space conforms to the shape and size of the packaged product. Here, the internal volume may be less than 115% or less than 110% or less than 105% of the volume of the product to be packaged. Suitably, any internal dimensions are less than 105% of the corresponding dimension of the packaged product.

Suitably the main surfaces of at least one of the first and second parts of the confectionery packaging comprise a non-planar portion. Suitably the main surfaces of both of the first and second parts of the confectionery packaging comprise a non-planar portion.

Suitably the main surfaces of at least one of the first and second parts of the confectionery packaging comprise a curved portion. Suitably the main surfaces of

both of the first and second parts of the confectionery packaging comprise a curved portion.

5 Suitably the non-planar and/or curved portion or portions cause the confectionery packaging to be unstable when placed on a substantially flat, level surface and therefore cause the confectionery packaging to be prone to rolling or tipping when placed on said surface. Some exemplary embodiments address the inherent instability of such confectionery packaging.

10 Suitably at least one of the first and second parts of the confectionery packaging comprises a portion on which the confectionery packaging is unstable (i.e. prone to rolling or tipping) when the confectionery packaging is placed on a planar, level surface. Suitably both of the first and second parts of the confectionery packaging
15 comprise a portion on which the confectionery packaging is unstable (i.e. prone to rolling or tipping) when the confectionery packaging is placed on a planar, level surface. The non-planar and/or curved portion or portions might be described or defined as a typical resting surface of the packaging. That is, a resting surface is one which sits on a supporting surface that does not form part of the packaging (e.g. a table, counter, shelf or the like).

20 Suitably the main surfaces of at least one of the first and second parts of the confectionery packaging are entirely non-planar. Suitably the main surfaces of both of the first and second parts of the confectionery packaging are entirely non-planar. Confectionery packaging wherein one or both of the first and second parts (or, e.g., at
25 least a typical resting surface) are entirely non-planar are unstable (i.e. prone to rolling or tipping) when placed on a planar, level surface so that the entirely non-planar first or second part contacts the planar, level surface. Examples of such confectionery packaging include egg-shaped, ovoid, ellipsoid and spherical confectionery packaging and also include more complex shapes. Such confectionery packaging shapes are
30 attractive to consumers but are inherently unstable when placed on a planar, level surface. Some exemplary embodiments address the inherent instability of these confectionery packaging shapes by providing one or more stabilising features.

The main surfaces and/or any reference to the surface may exclude (i.e. not
35 include) the flange(s).

Suitably the confectionery packaging has a shape selected from egg-shaped, ovoid, spherical, ellipsoid and cylindrical. Suitably the confectionery packaging is egg-shaped, ovoid, ellipsoid or spherical. Suitably the confectionery packaging is egg-shaped or ovoid, to mimic, match or mirror an egg or ovoid product in or for the
5 packaging.

Suitably the confectionery packaging has a shape which has no (e.g. major or main) planar surfaces (with the exception of any flanges, or other stabilising feature described herein). Suitably the confectionery packaging has a (e.g. main) shape
10 which is entirely non-planar (with the exception of any flanges, or other stabilising feature described herein).

Suitably the confectionery packaging comprises at least one entirely curved circumference, for example being at least partly egg-shaped, ovoid, spherical,
15 ellipsoid and/or cylindrical. Suitably the confectionery packaging comprises at least two entirely curved circumferences which are orthogonal to each other (or at least extend in different directions), for example an egg-shape, spherical, ovoid or ellipsoid. Such a shape is likely to be more unstable than a shape that comprises only one entirely curved circumference, for example a cylinder, which has flat/planar end
20 surfaces on which the shape can stably rest.

The shape of the confectionery packaging referred to above may exclude the flange(s).

25 Suitably the confectionery packaging has an elongate shape, for example egg-shaped, ovoid, ellipsoid or cylindrical.

In each exemplary embodiment, the confectionery packing provides a sealed enclosure for a packaged product by sealing together two parts. Each part covers at
30 least 30% of the surface of the product to be packaged. Moreover, the parts are sealed together at a flange seal, wherein flanges on either part are sealed together in a face-to-face relationship. Here, the flanges extend around an open mouth of each shell part. Suitably, the flanges extend away from main surfaces of each part. Suitably, the packaging substantially conforms to the shape of the confectionery
35 except for the flanges. Typically, the flanges are orthogonal to the direction of closure of the two parts. However, other arrangements are envisaged and some exemplary

embodiments include the flanges extending away from the main surfaces at other angles as well as the flanges extending in arcuate or otherwise non-planar fashion. The two parts can be joined in any known manner including, but not exclusively limited to; induction sealing, heat sealing, ultrasonic sealing, and cold sealing.

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In each exemplary embodiment, at least one of the parts of the confectionery packaging is formed from a substantially rigid material. That is, the part is preformed into a desired shape, and the part maintains that shape. Advantageously, the preformed part acts as a holder for the packaged product when opened and during the packaging process. Substantially rigid includes the preformed part being easily deformable when put under pressure between a user's digits. Pre-formed parts typically have a constant thickness and can be formed from any known process such as casting, moulding, injection moulding, pressing, or any other suitable technique, though thermoforming is particularly suitable. It will be appreciated that the constant thickness may include variations in manufacturing tolerances as well as deliberately designed areas of increased or decreased thickness for particular features.

In some embodiments, the confectionery packaging is flexible. Suitably the confectionery packaging is formed from a flexible material. Suitably the flexible confectionery packaging can be deformed or bent by the handling of a user during an opening operation. Suitably the flexible confectionery packaging can be opened by peeling one of the first and second parts away from the other of the first and second parts so that at least one of the first and second parts is significantly deformed or bent with respect to its original shape. Suitably the flexible confectionery packaging has sufficient rigidity to maintain its shape when closed but can deform and bend during an opening operation. The deformed or bent parts may stay substantially deformed or bent after deformation or bending.

The other of the two parts may be similarly formed to the first. That is to say, the other of the two parts may be preformed. Alternatively, the other of the two parts may be formed from a foil or other flexible material. Parts formed from flexible films include aluminium films and the like. In this case, the flange of the aluminium film is the perimeter of the film that overlays the flange of the pre-formed part. Here, suitably a shrink film technology is adopted to cause the film to shape against the packaged product.

By forming the exemplary embodiments from pre-formed parts and films, graphics and the like can be printed or applied to the outside of the parts. This enables repeatable and clear graphics to be used. For instance, words and logos can be correctly formed even when the outside of the packaging is contoured. In contrast, when wrapping a packaged confectionery in foil, often words and logos are not easily distinguishable. In addition, because the packaging is completely sealed and cannot be opened without breaking, a tamper evident wrapping is provided.

According to one exemplary embodiment, a confectionery packing is provided with an exaggerated flange that extends continuously about a periphery of the packaging. The packaging is opened to reveal an enclosed product by separating the packaging along the exaggerated flange to separate the packaging into two pieces. Here, the term exaggerated flange means a flange that extends away from main surfaces of the packaging a distance typically greater than 20% or 30% of a centre line across an opening formed in one of the separated parts. Advantageously, the exaggerated flange provides a stop to prevent the packaging from rolling. Furthermore, a secondary packaging is suitably provided wherein multiple packages can be stowed. For instance, here the secondary packaging includes apertures for receiving part of each package. For Point of Sale purposes, or for transport, or for multiple sale purposes, a package having the exaggerated flange may be placed in each aperture. The exaggerated flange abuts a surface of the secondary packaging having the aperture. Typically, each package would be suspended by the abutment between the secondary packaging and exaggerated flange. Moreover, the exaggerated flange may be shaped to provide a fun aesthetic.

In one exemplary embodiment, a confectionery packaging is provided wherein multiple packages are joined by their flanges. That is, at least one of the parts includes a plurality of hollows each for receiving a product to be packaged. Here, the confectionery packaging can be separated into individual packages by separating through weakened lines or perforations.

The exemplary embodiments may suitably include an aperture for hanging the packaging when displaying at point of sale. Here, the aperture is suitably formed through the flanges.

In some particularly exemplary embodiments, the flanges in each part are not arranged to register directly with each other. Rather, at least in part, one of the flanges is arranged to be larger than the other. This causes an area of the sealed flanges to form a grasping part, which only includes part of a flange from one piece of the packaging. Consequently there is provided an easy opening function whereby the user may use the part of the sealed flanges with only one piece to grip the packaging and initiate the separation of the pieces along the flange seal. It will be appreciated that typically this will comprise a peeling action. Accordingly there is provided an exemplary confectionery packaging comprised of two parts each having a flange extending continuously about a perimeter of an opening to each part, wherein the packaging is formed by sealing the two flanges together and wherein the flanges are arranged not to register perfectly with each other. Yet further, there is provided an exemplary method of opening a confectionery packaging wherein the user grips a part of a sealed flange that extends about a continuous periphery of the packaging and includes a flange of one part of the packaging being sealed to a flange of another part of the packaging, said part of the flange that the user grasps comprising only a portion of one of the flanges and not the other, the method comprising using said grasping portion to peel one part away from the other so that the packaging separates along the sealed flange.

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In one exemplary embodiment, flanges on both parts are arranged to include an oversized region. That is, a plurality of grasping portions are provided, wherein at least one grasping portion includes only a part of the flange of one part and at least one of the other grasping portions includes only a part of the flange of the other part. Moreover, the oversized regions in each part are ideally arranged adjacent one another so that they allow the user to pull the two parts away from each other. This further enhances the opening characteristics of the packaging.

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In other exemplary embodiments, the flange of one of the parts is formed with a weakened line or fracture zone through which the flange is arranged to break when a shear force is applied. The weakened line extends across the flange so that when the shear force is applied, a part of the flange breaks away from the main part of the flange. Here, the flanges are sealed together in registration. When a shear force is applied to the weakened line, the flange in one of the parts fractures. The user is then grasping only one of the flanges and the two parts can be separated by peeling apart as herein described. Consequently there is provided an exemplary confectionery

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packaging comprised of two parts each having a flange extending continuously about a perimeter of an opening to each part, wherein the packaging is formed by sealing the two flanges together and wherein one of the flanges includes a weakened line through which the flange is arranged to fracture. Here, the packaging is opened as
5 with the previous exemplary embodiment except that the grasping portion becomes the part of the sealed flange including the part of the flange that is arranged to separate from the main flange when fractured. As with the previous exemplary embodiment, the other of the parts may include a fracture zone in another position so that two grasping portions are provided. The grasping portions are ideally arranged
10 adjacent each other.

In the exemplary embodiments the sealed flanges can form a continuous perimeter around the packaging taking any number of routes. Here continuous perimeter includes arrangements wherein the flange is substantially continuous but at
15 one or more portions reduces or is not formed. In some of the exemplary embodiments, the flanges are substantially planar. There is therefore provided an exemplary confectionery packaging comprised of two parts each having a flange extending continuously about a perimeter of an opening to each part, wherein the packaging is formed by sealing the two flanges together and wherein the flanges
20 extend in a planar direction. However, in alternative embodiments, the flanges are non-planar and have a curved or wavy profile in on or two axes. Consequently, there is also provided an exemplary confectionery packaging comprised of two parts each having a flange extending continuously about a perimeter of an opening to each part, wherein the packaging is formed by sealing the two flanges together and wherein the
25 flanges extend in a non-planar direction.

Furthermore, in some exemplary embodiments, the flanges are formed substantially about the x-axis or waist axis. In this case there is provided an exemplary confectionery packaging comprised of two parts each having a flange
30 extending continuously about a perimeter of an opening to each part, wherein the packaging is formed by sealing the two flanges together and wherein the flanges extend substantially in a plane parallel to the waist of the product. Alternatively, the flanges are formed substantially in the y-axis or tip-to-tip axis of the packaging. Here, there is provided an exemplary confectionery packaging comprised of two parts each
35 having a flange extending continuously about a perimeter of an opening to each part, wherein the packaging is formed by sealing the two flanges together and wherein the

flanges extend in a plane parallel to the tip-to-tip direction of the product. In particularly exemplary embodiments however, the sealed flanges are formed substantially along a plane angled to the x-axis or y-axis. According to this exemplary embodiment, there is provided an exemplary confectionery packaging comprised of
5 two parts each having a flange extending continuously about a perimeter of an opening to each part, wherein the packaging is formed by sealing the two flanges together and wherein the flanges extend in a plane angled to waist or the tip-to-tip direction of the product

10 Suitably the flanges of the exemplary embodiments are all formed about a mouth that provides the widest point of each part. That is to say that each part does not trap the packaged product so that the packaged product can be removed from both parts. In some embodiments however, it is desirable for one part of the packaging to provide a holder whilst the product is consumed. Here it is preferable for
15 the packaged product to be easily accessible when one part is removed.

The exemplary embodiments provide varying selling points. For instance, the waist flange allows the packaging to sit upright in a secondary packaging as herein described. Alternatively when the flanges are formed in the tip-to-tip axis, each part,
20 or at least the major part of the packaging is conveniently held between the thumb and forefinger. In the particular exemplary embodiments wherein the flanges are formed substantially along a plane angled to one of the major axis of the shape, the part having a larger part of the waist of the shape provides a convenient holder for the packaged product. To aid the handle-ability of the packaging, the flanges can be
25 arranged to curl as they extend away from the main surfaces. For instance, the flanges could curl up or down depending on the part being held.

In some exemplary embodiments, the confectionery packaging is adapted to provide a stable orientation when placed on a level surface. Here, at least a part of
30 one or both flanges is arranged to extend a sufficient distance from the main surfaces such that the flanges come in to contact with the level surface when the packaged product is placed thereon. As well as the contact with the flange, when stood on the level surface, at least one portion of the main surfaces of the packaging is arranged to also contact the level surface. Importantly, the shape of the packaging is such that
35 the centre of gravity of the packaging acts through or between the points of contact. Preferably, the centre of gravity acts downwards between and spaced from each

contact. Furthermore, at least one of the contacts, that is either the contact between the level surface and flange or the contact between the level surface and main surface of the packaging contacts the surface either side of the centre of gravity when viewed from a view orthogonal to the first. Again, although the centre of gravity can act
5 through one of the points of contact in the orthogonal direction, it is preferable if the centre of gravity acts downwards between and spaced from each contact.

Suitably in an exemplary embodiment, the part of the main surface of the packaging arranged to contact the level surface is adapted to include a stand feature
10 such as a rib to provide increased stability. The rib could be hollow or solid. Furthermore, the flanges may be curled or bent at the distal ends to form a larger surface area or foot to act as the contact point with the level surface.

It will be appreciated that the exemplary embodiments can be arranged and
15 shaped so that the product stands in any orientation. For instance, it is thought that for point of sale purposes a suitable orientation may be for the product to be stood up right so that the tip-to-tip direction is aligned upwardly. However, other orientations are envisaged including the tip-to-tip axis being arranged at a slanted angle.

20 In the exemplary embodiments described herein the exemplary embodiments of the confectionery packaging have been formed of two parts joined at a flange seal. In one exemplary embodiment, the two parts are not entirely separate. Rather, the two parts remain joined at a hinge. The hinge is typically formed by a weakened line across the part. Here, the packaging is formed by folding the packaging about the
25 hinge to bring the flanges of each part in to contact for sealing. This enables the two parts to stay connected to each other when the user separates the parts along the seal to consume the product. Furthermore, in the exemplary embodiments the flanges may be sealed with Pressure Sensitive Adhesive (PSA) to allow recloseability of the packaging. Here, the two parts being joined by a hinge improves the
30 recloseability function.

In exemplary embodiments wherein the main surfaces of at least one of the first and second parts of the confectionery packaging comprise a non-planar portion, the confectionery packaging may comprise an arrangement of one or more main surfaces
35 and centre of gravity which allows the confectionery packaging, optionally containing

confectionery, to adopt a stable orientation (i.e. a resting position) on the non-planar portion when the non-planar portion contacts a planar, level surface.

Suitably the confectionery packaging has an arrangement of one or more main
5 surfaces and centre of gravity which allows the confectionery packaging to return to such a stable orientation after being tilted from the stable orientation.

Suitably the confectionery packaging comprises an arrangement of main
surfaces and centre of gravity which allows the confectionery packaging to only rest
10 on a planar, level surface in one stable orientation.

Suitably the confectionery packaging which can adopt a stable orientation on a non-planar portion when the non-planar portion contacts a planar, level surface, comprises a localised increase in mass at or adjacent to a non-planar surface.
15 Alternatively the localised increase in mass may be between the non-planar surface and a centre of volume of the confectionery packaging.

Suitably the localised increase in mass is provided by a portion of one of the first and second parts of the confectionery packaging. Suitably the portion of one of the
20 first and second parts of the confectionery packaging which provides the localised increase in mass is formed from a thicker and/or denser material than the other portions of the first and second parts. For example the confectionery packaging may be formed from a polymer material and the localised increase in mass provided by a portion of the polymer material which is thicker compared to the majority of the
25 packaging. Alternatively the confectionery packaging may be formed from a polymer material and the localised increase in mass provided by a polymer material which is more dense than the polymer material which forms the majority of the packaging.

Suitably the portion of one of the first and second parts of the confectionery
30 packaging which provides the localised increase in mass is formed from a denser material than the other portions of the first and second parts. Suitably the portion of one of the first and second parts of the confectionery packaging which provides the localised increase in mass is formed from a metal. Alternatively the localised increase in mass may be provided by a different material, such as one or more of a polymer
35 material, resin, stone or mineral.

In one exemplary embodiment the confectionery packaging includes a weight. The weight provides one portion of the packaging with a localised increase in mass as compared to the other parts of the packaging. The placement of the weight can be used to provide the packaging with a 'wobble' feature wherein, the packaging can be tipped so that the centre of gravity acts to one side of the contact point between the packaging and surface it is placed on. If the centre of gravity acts to the opposite side to that which the packaging has been tipped, the packaging is caused to move or rock back on itself. Inertia causes the part to overshoot the centre of gravity and a rocking motion generated. Consequently there is provided an exemplary embodiment wherein a packaging having a non-stable shape includes a weight giving a portion of the packaging a localised increased mass. The embodiment is ideally suited to substantially egg-shaped packaging as herein described. Moreover, although the packaging may be formed in a number of ways, the two part method described herein is again ideally suited. Here the weight is suitably arranged in the preformed part.

Suitably the confectionery packaging comprises a weight; wherein the weight provides one portion of the packaging with a localised increase in mass as compared to the other parts of the packaging; and wherein the placement of the weight provides the packaging with a wobble feature.

Suitably the packaging can be tipped so that the centre of gravity acts to one side of a contact point between the packaging and a surface it is placed on; and wherein the centre of gravity acts to the opposite side to that which the packaging has been tipped, causing the packaging to move or rock back on its self.

Suitably the packaging has a non-stable shape.

Suitably the packaging is egg or ovoid in shape.

Suitably the packaging comprises a first preformed part and a second part, wherein the first and second parts are sealed together about the confectionery at flanges that extend away from main surfaces of each part, said main surfaces substantially conforming to the shape of the confectionery.

According to the exemplary embodiments, there is provided a confectionery packaging for a confectionery, the packaging comprising a first preformed part and a

second part, wherein the first and second parts are sealed together about the confectionery at flanges that extend away from main surfaces of each part, said main surfaces substantially conforming to the shape of the confectionery;

the flanges being arranged to provide a gripping portion that allows a consumer
5 to grip the packaging in order to apply a separating force to separate one part from the other through the seal between the flanges.

Suitably a first gripping portion is provided to allow a user to apply a separating force to one part and a second gripping portion is provided to allow a user to apply a
10 separating force to the other part.

Suitably the first and second gripping portions are arranged adjacent each other.

15 Suitably the or each gripping portion is provided by at least a portion of one flange overlying at least a portion of the other flange, and the portion of the flange that overlies the other flange forms the gripping portion.

Suitably the or each gripping portion is provided by at least a portion of one
20 flange overlying and extending beyond at least a portion of the other flange, and the portion of the flange that overlies and extends beyond the other flange forms the gripping portion.

Suitably a plurality of portions of said one flange overlay a corresponding
25 plurality of portions of said other flange to provide multiple gripping portions.

Suitably a plurality of portions of said one flange overlies and extends beyond a corresponding plurality of portions of said other flange to provide multiple gripping
30 portions.

Suitably one of the flanges includes a first fracture zone that is arranged to fracture said flange into a main part and a distal end part when a force is applied to the fracture zone, the or each gripping portion being formed by a portion of one flange and the distal end part of said other flange.

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Suitably a plurality of fracture zones are provided in said flange in order to form multiple gripping portions.

5 Suitably the flanges are joined at a plane and the plane is substantially planar.

Suitably the flanges are joined at a plane and the plane is arcuate in at least one axis.

10 Suitably the flanges are joined at a plane and the plane is wavy in at least one axis.

Suitably the planes are arcuate or wavy in both axes.

15 Suitably the confectionery packaging has an elongate shape, for example egg-shaped, ovoid, ellipsoid or cylindrical.

Suitably the flanges are joined at a plane and the plane extends parallel to a major axis of the confectionery.

20 The major axis corresponds to the longest dimension of the confectionery packaging, wherein the confectionery packaging has an elongate shape.

25 Suitably the confectionery packaging comprises at least one entirely curved circumference, the flanges are joined at a plane and the plane extends around the longest entirely curved circumference of the confectionery packaging.

30 Suitably the confectionery packaging comprises at least two entirely curved circumferences which are orthogonal to each other (or at least extending in different directions), the flanges are joined at a plane and the plane extends around the longest entirely curved circumference of the confectionery packaging (i.e. in a plane including and parallel to the major axis).

35 Suitably the confectionery packaging is egg-shaped, ovoid or ellipsoid, the flanges are joined at a plane and the plane extends around the longest entirely curved circumference of the packaging.

Suitably the flanges are joined at a plane and the plane extends parallel to a minor axis of the confectionery.

5 The minor axis is orthogonal to the major axis; wherein the confectionery packaging has an elongate shape.

Suitably the confectionery packaging comprises at least two entirely curved circumferences which are orthogonal to each other (or at least extending in different directions), the flanges are joined at a plane and the plane extends in a plane
10 orthogonal to the longest entirely curved circumference of the confectionery packaging (i.e. in a plane including and parallel to the minor axis).

Suitably the confectionery packaging is egg-shaped, ovoid or ellipsoid, the flanges are joined at a plane and the plane extends around the waist of the
15 packaging. The waist of the packaging is the longest entirely curved circumference around the packaging which is orthogonal to the overall longest entirely curved circumference of the packaging (i.e. in a plane including and parallel to the minor axis)..

20 Suitably the flanges are joined at a plane and the plane extends at an angle to a major or minor axis of the confectionery.

Suitably the flanges are joined at a plane and the plane extends at an angle between a major and a minor axis of the packaging.

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Suitably the confectionery packaging comprises at least two entirely curved circumferences which are orthogonal to each other (or at least extending in different directions), the flanges are joined at a plane and the plane extends at an angle between the at least two entirely curved circumferences of the confectionery
30 packaging.

Suitably the confectionery packaging is egg-shaped, ovoid or ellipsoid, the flanges are joined at a plane and the plane extends at an angle between the longest entirely curved circumference and the waist of the packaging.

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Suitably at least one of the flanges is arranged to extend so that a portion of at least one of the flanges is arranged to contact a linear plane that extends in first and second orthogonal directions when a portion of the main surface of one of the parts also contacts the linear plane.

5

A linear plane refers to a substantially flat surface on which the confectionery packaging may be placed in use. The linear plane is not part of the confectionery packaging.

10 Suitably the packaging is arranged such that the centre of gravity of the packaging acts between the contact between the plane and flange and the contact between the plane and main surface in one direction, and the flange or main surface being adapted to provide two spaced contacts either side of the centre of gravity in the second direction.

15

Suitably the portion of the flange that extends to contact the linear plane includes a gripping portion.

20 Suitably the flange is adapted to provide the two spaced contacts in the second direction, and one of the spaced contacts forms a gripping portion to apply a separating force to one of the parts and the other of the spaced contacts forms a gripping portion to apply a separating force to the other of the parts.

25 According to exemplary embodiments, there is provided a method of forming a confectionery packaging as described above, the method comprising the steps of:

performing a first part with main surfaces that substantially conform to part of the shape of a confectionery to be packaged and a flange that extends about a mouth of the preformed part;

placing the confectionery product in the first part; and

30 sealing a second part to the flange of the first part such that at least one gripping portion is formed, wherein the gripping portion allows a consumer to grip the packaging in order to apply a separating force to separate one part from the other through the seal between the flanges.

Suitably the method comprises preforming the second part with main surfaces that substantially conform to part of the shape of a confectionery to be packaged and a flange that extends about a mouth of the preformed part.

5 Suitably the method comprises forming a fracture zone in one of the flanges.

According to exemplary embodiments, there is provided a packaging assembly comprising a confectionery packaging and a secondary packaging, the confectionery packaging comprising main surfaces that substantially correspond to the shape of the
10 confectionery being packaged and an outwardly extending flange, and the secondary packaging comprises a surface having at least one aperture, wherein the secondary packaging provides a support to the confectionery packaging by abutment between the flange and surface.

15 Suitably multiple confectionery packages are provided and the surface of the secondary packaging includes a plurality of apertures.

According to exemplary embodiments, there is provided a method of packaging a confectionery package, wherein the method comprises supporting a flange of the
20 confectionery package in a secondary packaging by abutment between the flange and a surface surrounding an aperture.

According to the exemplary embodiments, there is provided a confectionery packaging for a confectionery, the packaging comprising a first preformed part and a
25 second part, wherein the first and second parts are sealed together about the confectionery at flanges that extend away from main surfaces of each part, said main surface substantially conforming to the shape of the confectionery;

a portion of at least one of the flanges being arranged to contact a linear plane that extends in first and second orthogonal directions when a portion of the main
30 surface of one of the parts also contacts the linear plane.

A linear plane refers to a substantially flat surface on which the confectionery packaging may be placed in use. The linear plane is not part of the confectionery packaging.

35

Suitably the packaging is arranged such that the centre of gravity of the packaging acts between the contact between the plane and flange and the contact between the plane and main surface in one direction.

- 5 Suitably the packaging is arranged such that flange or main surface is adapted to provide two spaced contacts either side of the centre of gravity in the second direction.

- 10 Suitably the portion of the main surface that contacts the linear plane is adapted to provide a foot.

Suitably the foot provides a substantially flat surface of contact in one direction.

- 15 Suitably the foot provides a substantially flat surface contact in two directions.

Suitably the flanges are joined at a plane and the plane is substantially planar.

- 20 Suitably the flanges are joined at a plane and the plane is arcuate in at least one axis.

Suitably the flanges are joined at a plane and the plane is wavy in at least one axis.

- 25 Suitably the planes are arcuate or wavy in both axes.

Suitably the confectionery packaging has an elongate shape, for example egg-shaped, ovoid, ellipsoid or cylindrical.

- 30 Suitably the flanges are joined at a plane and the plane extends parallel to a major axis of the confectionery.

The major axis corresponds to the longest dimension of the confectionery packaging, wherein the confectionery packaging has an elongate shape.

Suitably the confectionery packaging comprises at least one entirely curved circumference, the flanges are joined at a plane and the plane extends around the longest entirely curved circumference of the confectionery packaging.

5 Suitably the confectionery packaging comprises at least two entirely curved circumferences which are orthogonal to each other (or at least extending in different directions), the flanges are joined at a plane and the plane extends around the longest entirely curved circumference of the confectionery packaging (i.e. in a plane including and parallel to the major axis).

10

Suitably the confectionery packaging is egg-shaped, ovoid or ellipsoid, the flanges are joined at a plane and the plane extends around the longest entirely curved circumference of the packaging.

15 Suitably the flanges are joined at a plane and the plane extends parallel to a minor axis of the confectionery.

The minor axis is orthogonal to the major axis; wherein the confectionery packaging has an elongate shape.

20

Suitably the confectionery packaging comprises at least two entirely curved circumferences which are orthogonal to each other (or at least extending in different directions), the flanges are joined at a plane and the plane extends in a plane orthogonal to the longest entirely curved circumference of the confectionery packaging (i.e. in a plane including and parallel to the minor axis).

25

Suitably the confectionery packaging is egg-shaped, ovoid or ellipsoid, the flanges are joined at a plane and the plane extends around the waist of the packaging. The waist of the packaging is the longest entirely curved circumference around the packaging which is orthogonal to the overall longest entirely curved circumference of the packaging (i.e. in a plane including and parallel to the minor axis)..

30

Suitably the flanges are joined at a plane and the plane extends at an angle to a major or minor axis of the confectionery.

35

Suitably the flanges are joined at a plane and the plane extends at an angle between a major and a minor axis of the packaging.

5 Suitably the confectionery packaging comprises at least two entirely curved circumferences which are orthogonal to each other (or at least extending in different directions), the flanges are joined at a plane and the plane extends at an angle between the at least two entirely curved circumferences of the confectionery packaging.

10 Suitably the confectionery packaging is egg-shaped, ovoid or ellipsoid, the flanges are joined at a plane and the plane extends at an angle between the longest entirely curved circumference and the waist of the packaging.

15 Suitably the flanges are arranged to provide a gripping portion that allows a consumer to grip the packaging in order to apply a separating force to separate one part from the other through the seal between the flanges.

20 Suitably a first gripping portion is provided to allow a user to apply a separating force to one part and a second gripping portion is provided to allow a user to apply a separating force to the other part.

Suitably the first and second gripping portions are arranged adjacent each other.

25 Suitably the or each gripping portion is provided by at least a portion of one flange overlying at least a portion of the other flange, and the portion of the flange that overlies the other flange forms the gripping portion.

30 Suitably the or each gripping portion is provided by at least a portion of one flange overlying and extending beyond at least a portion of the other flange, and the portion of the flange that overlies and extends beyond the other flange forms the gripping portion.

35 Suitably a plurality of portions of said one flange overlay a corresponding plurality of portions of said other flange to provide multiple gripping portions.

Suitably a plurality of portions of said one flange overlies and extends beyond a corresponding plurality of portions of said other flange to provide multiple gripping portions.

5 Suitably one of the flanges includes a first fracture zone that is arranged to fracture said flange into a main part and a distal end part when a force is applied to the fracture zone, the or each gripping portion being formed by a portion of one flange and the distal end part of said other flange.

10 Suitably a plurality of fracture zones are provided in said flange in order to form multiple gripping portions.

Suitably the gripping portion is formed by the portion of the flange that contacts the linear plane.

15 Suitably the flange is adapted to provide the two spaced contacts in the second direction, and one of the spaced contacts forms a gripping portion to apply a separating force to one of the parts and the other of the spaced contacts forms a gripping portion to apply a separating force to the other of the parts.

20 According to exemplary embodiments, there is provided a method of forming a confectionery packaging as described above, the method comprising the steps of:

preforming a first part with main surfaces that substantially conform to part of the shape of a confectionery to be packaged and a flange that extends about a mouth of the preformed part;

25 placing the confectionery product in the first part; and
sealing a second part to the flange of the first part such that a portion of at least one of the flanges is arranged to contact a linear plane that extends in first and second orthogonal directions when a portion of the main surface of one of the parts also
30 contacts the linear plane.

Suitably the method comprises forming a gripping portion.

35 According to the exemplary embodiments, there is provided a confectionery packaging for a confectionery, the packaging comprising a first preformed part and a second part, wherein the first and second parts are sealed together about the

confectionery at flanges that extend away from main surfaces of each part, said main surfaces substantially conforming to the shape of the confectionery;

said flanges of the first and second parts being brought together at a plane that extends at an angle to a major or minor axis of the confectionery.

5

The major axis corresponds to the longest dimension of the confectionery packaging, wherein the confectionery packaging has an elongate shape.

10 The minor axis is orthogonal to the major axis; wherein the confectionery packaging has an elongate shape.

Suitably the flanges are joined at a plane and the plane extends at an angle between a major and a minor axis of the packaging.

15 Suitably the confectionery packaging comprises at least two entirely curved circumferences which are orthogonal to each other (or at least extending in different directions), the flanges are joined at a plane and the plane extends at an angle between the at least two entirely curved circumferences of the confectionery packaging.

20

Suitably the confectionery packaging is egg-shaped, ovoid or ellipsoid, the flanges are joined at a plane and the plane extends at an angle between the longest entirely curved circumference and the waist of the packaging. The waist of the packaging is the longest entirely curved circumference around the packaging which is
25 orthogonal to the overall longest entirely curved circumference of the packaging (i.e. in a plane including and parallel to the minor axis)..

Suitably the plane is substantially planar.

30 Suitably the plane is arcuate in at least one axis.

Suitably the plane is wavy in at least one axis

Suitably the plane is substantially planar or wavy in both axes.

35

Suitably the flanges are adapted to include a gripping portion.

Various embodiments will be described herein and it will be appreciated that the features of the exemplary embodiments described above and the embodiments described herein can be combined in isolation or with other features of the same or other embodiments, except where those features are mutually exclusive.

5

For a better understanding of the invention, and to show how embodiments of the same may be carried into effect, reference will now be made, by way of example, to the accompanying diagrammatic drawings in which:

10 Figures 1A to 1D show isometric views of a first exemplary embodiment of a confectionery packaging;

Figures 2A to 2C show isometric views of a second exemplary embodiment of a confectionery packaging;

15

Figures 3A to 3C show isometric views of a third exemplary embodiment of a confectionery packaging;

20 Figure 4 shows an perspective view of a fourth exemplary embodiment of a confectionery packaging;

Figure 5 shows a perspective view of the fourth exemplary embodiment held in a secondary packaging;

25 Figure 6 shows a perspective view of a fifth exemplary embodiment of a confectionery packaging in a part open arrangement;

Figure 7 shows front and rear perspective views of a sixth exemplary embodiment of a confectionery packaging;

30

Figure 8 shows perspective views of an opening process of a seventh exemplary embodiment of a confectionery packaging;

35 Figure 9 shows a perspective view of an eighth exemplary embodiment of a confectionery packaging;

Figures 10A to 10D, 11A to 11D, 12A to 12D, 13A to 13C, 14A to 14D, 15 and 16 show perspective views respectively of ninth to fifteenth embodiments of a confectionery packaging;

5 Figure 17 shows perspective views of an opening process of a sixteenth exemplary embodiment of a confectionery packaging; and

Figures 18 and 19 show plan views of seventeenth and eighteenth exemplary embodiments of a confectionery packaging respectively

10

The exemplary embodiments share many like features and these are indicated using the same reference numerals but, for brevity, not necessarily repeated descriptions.

15 Referring to Figures 1A to 1D and 2A to 2C an exemplary embodiment of a confectionery packaging 10 is shown. The packaging 10 comprises a first part 20. The first part forms a preformed shell and is substantially rigid so that the part 20 maintains its shape. The first part 20 holds the product to be packaged, which in the Figures is shown as a confectionery egg 12. Main surfaces 22 of the first part 20 are shaped so as to substantially conform to the shape of the confectionery egg. In Figures 1A to 1D, 20 the main surfaces 22 are shown as substantially enclosing the egg 12, but this is not necessarily the case. Consequently an open mouth 24 to the part 20 is provided. The egg 12 is accessible through the open mouth 24. A flange 26 is formed about the perimeter of the open mouth 24. The flange extends away from the main surfaces 22 and is shown in Figures 1A to 1D as being bent through an obtuse angle to the main surface surrounding the mouth 24. 25

Referring to Figure 1B in particular, it can be seen that the flange extends continuously about the perimeter of the mouth and extends a substantial distance 30 therefrom in order to provide a surface against which a second part (not shown in Figures 1A to 1D) can be sealed. In Figures 1A to 1D, the flange is shown as having a sealing surface that is at least 20% of the minimum distance across the mouth.

The confectionery packaging 10 forms a sealed enclosure about the egg 12 by 35 sealing a second part to the flange 26. The second part is not shown in Figures 1A to 1D, and can be a second preformed shell or a flexible film. Here, flexible means the

film does not hold its shape. The film is sealed to the flange using any known technique. To open the packaging, the film is separated from the first part 20, for instance by peeling back the film. It will be appreciated that the film may therefore, at least in part, overlap the flange to provide a grasping point to initiate the peeling process.

5 Furthermore, shrink wrap technology can be employed to cause the film to conform to the shape of the part 20 and / or egg 12.

When reference is made to a portion of the flange that overlies or overlaps the other flange, it can be seen from at least Figure 6 that the said portion of the flange

10 overlies and extends beyond the other flange. The portion of the flange which extends beyond the other flange thereby provides the gripping/grasping portion.

There is therefore provided a packaging which provides an improved protection to the egg 12. For instance, tamper proof technology can be applied to the seal so that

15 it becomes evident whether the seal has been broken. Moreover, it is easier to apply graphics to the preformed part and the graphics can be more reliably reproduced. The preformed part also provides a convenient holder for the egg to allow the user to consume the egg without having to touch the egg itself. Here, the flange provides a convenient stop for the use to rest their fingers against.

20

It will be appreciated from this last point that the shape of the preformed part 20 can be designed to allow the egg 12 to be easily held and consumed in order to improve the ability to consume the egg without having to touch the actual egg. For instance, in Figures 1A to 1D, the profile of the mouth is arranged to include a concave portion. The

25 concave portion is best seen in Figure 1C and allows a user's mouth to easily access the egg whilst the packaging is gripped. In Figures 1A to 1D, the concave portion is arranged along the length of the egg, whereas in Figures 2A to 2D, the concave portion is arranged across the width of the egg. Whilst the remaining embodiments will be described in relation to two preformed parts, it will be appreciated that one of the

30 preformed part could be replaced with a foil.

Figures 3A to 3C show a third embodiment of a confectionery packaging 10. The confectionery packaging 10 is formed from a first part 20. The first part 20 is preformed and includes a flange 26. The confectionery packaging is formed by sealing a second

35 part 30 about an egg (not seen in Figures 3A to 3C). The second part 30 is shown in Figures 3A to 3C as also being a preformed shell having a flange 36. Indeed, in Figures

3A to 3C, the first and second parts are substantially identical. That is, they may include different graphics, but the shapes are the same. The flanges 26, 36 are sealed together. The sealed flange extends about the packaging in a plane aligned to a tip-to-tip axis of the egg. The sealed flanges extend away from and orthogonal to the main surfaces 22, 32 adjacent the mouths of each part.

Figure 4 shows a fourth embodiment, which shows a confectionery packaging 10 substantially similar to the third embodiment. That is first and second preformed shells 20, 30 are sealed together at flanges 26, 36 to enclose an egg (not seen). However, in Figure 4, the sealed flanges extend about the packaging in a plane parallel to the waist of the egg. In Figures 3A to 3C, the two parts are identical. That is to say, the flange is formed along the centre of the egg. In Figure 4, and because the egg does not have symmetry, the two parts are different. Each encloses at least 30% of the surface area of the egg and the mouths (not seen) formed in each part are formed at the widest part of the egg so that the egg can be removed from each part without deforming or breaking the egg. Figure 4 also introduces the idea that the flanges can have an aesthetic quality and is not limited to extending a consistent distance from the main surfaces.

As well as providing enhanced holding characteristics, the exaggerated flanges also enable the confectionery packages 10 to be held conveniently in a secondary packaging 110. For instance, as shown in Figure 5, a secondary packaging 110 comprising a surface 120 with a plurality of apertures for receiving each package 10 is provided. Each aperture is sized so as to fit the main surfaces 22 of the packing. The packaging 20 is prevented from falling through the surface 120 by abutment between the flanges and the surface 120. The packaging 10 is therefore suspended within the secondary packaging 110. Consequently a convenient and protective secondary packaging is provided to supply multiple confectionery packages 10.

In the exemplary embodiments described herein, the confectionery packaging 10 is opened by separating the first part from the second part along the flange seal. Figure 6 shows an embodiment having an improved opening. Here, the opening of the packaging 10 is improved by providing a gripping portion 40 that a consumer can use to grip the packaging and peel back one of the parts. In Figure 6, the gripping portion is provided by arranging the flanges to fit in register with each other. For instance, at least a part of one of the flanges is larger than the corresponding part of the other flange so that said flange overlies the other flange. A continuous seal can still be formed

between the flanges, but a gripping portion is formed that comprises a part of just one of the flanges. In Figure 6, the flange 36 of the second part is adapted to be oversized relative to flange 26 of the first part in its entirety or at regular intervals around the periphery of the flange. The gripping portions allow the consumer to grip said part and pull back the one part relative to the other. Because the gripping part 40 only includes a portion of one of the flanges, the separation of the two parts is easily initiated as the user is applying a separating force to one part only.

Figure 7 shows an alternative embodiment wherein the gripping portion 40 is provided in a discrete position of the packaging 10 by overlaying only a portion of one of the flanges.

Figure 8 shows a seventh exemplary embodiment of a confectionery packaging 10 formed of two parts 20, 30 that are joined by a flange seal. Here, a gripping portion is provided to improve the opening characteristics in a similar manner to the previous embodiment. However, in this case, as can be seen from Figure 8, the gripping portion 40 includes a portion of both flanges. Here, the flanges are arranged in register with each other. The gripping portion achieves the opening objectives of allowing a consumer to apply a separation force easily to just one of the parts by providing a weakened line through one of the flanges. The weakened line is arranged to fracture when a stress is applied. For instance, in Figure 8, when the gripping part 40 is bent sharply, upwards at the weakened line, the weakened line fractures so that a portion of the first flange 26a is separated from the main portion of the flange 26. Here the gripping portion 40 includes the part of the flange seal including the fractured minor part of flange 26a. As can be seen, edge 42 is formed in the flange 26 when packaging is opened wherein edge 42 corresponds to the weakened line.

Figure 9 shows a further exemplary embodiment of a confectionery packaging 10. Here a plurality of gripping portions 40 is provided. For instance a first gripping portion 40a and a second gripping portion 40b. One of the gripping portions is designed to allow a consumer to apply an opening force only to one part and the other of the gripping portions is designed to allow a consumer to apply an opening force only to the other of the parts. It will be appreciated that the gripping portions 40 can be formed either by oversizing the respective part or by providing a weakened line. In Figure 9, the packaging is shown as having a first gripping part 42a where the flange of the lower

part overlies the flange of the upper part and a second gripping part 42b where the flange of the upper part overlies the flange of the lower part.

Figures 10A to 10D show a ninth embodiment of a confectionery packaging 10.
 5 As previously described, the packaging 10 provides a sealed enclosure for an egg 12 by sealing first 20 and second 30 preformed parts. Each part includes a flange that extends about a periphery of a mouth to each part. The flanges extend away from major surfaces of each part that are designed to substantially conform to the shape of the packaging. The sealed flanges are arranged to circumnavigate the packaging so
 10 that access to the egg 12 is gained by separating the two parts along the flange seal. In Figures 10A to 10D, the flanges are arranged to extend substantially along a plane that is inclined to one of the natural axis of the egg. That is one of the parts encloses all of one end or side of the egg and the other part encloses all of the other end or side of the egg. This enables the whole of one end or side of the egg to be uncovered and
 15 improves the ability to eat the egg whilst holding the egg through the remaining packaging.

In some previous embodiments, the plane in which the flanges are arranged have been substantially planar. Whilst the flanges arranged on a slanted plane can also be
 20 substantially planar, in Figures 10A to 10D, the flanges are shown as being arranged to be slanted across the egg on an arcuate plane. In addition, the plane that the flanges are arranged in Figures 10A to 10D is shown as being arcuate in two dimensions. Again however, the plane could be substantially linear in one or both dimensions.

25 Figures 11A to 11D show a further embodiment that is similar to Figures 10A to 10D, wherein the slanted plane is arcuate in an alternative direction. The design choice in terms of shape of the plane in which the flanges meet is dependent on the preferred eating characteristics and selected to optimise the eggs ability to be consumed whilst holding the egg through the remaining packaging part. Furthermore, the design of the
 30 plane can be adapted to suit different situations readily whilst maintaining the principles of a confectionery packaging formed of two parts that are joined along a flange seal and features of each embodiment can be readily combined with other features independently or in combination. For instance, Figures 12A to 12D show an example of a wavy plane arranged substantially in the tip-to-tip direction. The plane is wavy
 35 because it includes at least one peak and at least one trough when viewed from any particular side. Figures 13A to 13C show an example of a wavy plane in a slanted

direction and Figure 15 shows an example wherein the plane is wavy in both dimensions.

Figures 14A to 14D show a particularly exemplary embodiment wherein the
5 sealed flanges are arranged to contact a level surface when a part of the main surface
of one of the parts is also in contact with the level surface. In Figures 14A to 14D, the
plane of the flange is shown as being slanted which enables the egg shape to also meet
the level surface. However, other flange arrangements will also provide the
requirements particularly if they are shaped or enlarged. When viewed from the side,
10 Figure 14A, the flange contact the level surface at point 50 and the main part of the
packaging at point 52. Although in Figures 14A to 14D, when the points 50, 52 rest on
the level surface, the egg is shown as standing substantially upright, it will be
appreciated that other orientation can be achieved by different design of the flange.
The advantage of arranging the flange to contact the level surface at the same time as
15 a part of the main surfaces is that the packaging can be stood in a stable orientation
and is therefore less susceptible to rolling and enables the aesthetics of the packaging
to be more repeatable when at the point of sale. The stable arrangement is achieved
by arranging points 50 and 52 to be either side of the centre of gravity (depicted by
arrow A) of the packaging. Whilst the centre of gravity may be arranged to act through
20 one of the points, a more stable arrangement is achieved by arranging the centre of
gravity to act through a location spaced from both points.

Furthermore, one of the points 50, 52 is shown in the exemplary embodiment as
being spaced either side of the centre of gravity in a direction orthogonal to the first
25 view. For instance, in Figure 14B, the flanges are shown as extending down in two
locations 50a and 50b, both of which are arranged to touch the level surface when the
packaging is stood thereon. Again the locations 50a, 50b are arranged either side of
the centre of gravity. In Figure 14B the flanges are shown as extending at two discrete
locations. However, the points 50a, 50b may also be parts of a continuous edge.

30

The stability of the packaging when stood on the surface may be enhanced by
including a stand feature 52 such as a rib at the point of contact between the main
surface and floor. Here, the stand feature 52 is arranged to provide a wider base for
the contact and may additionally provide extra contact points spaced either side of the
35 centre of gravity in addition to or as an alternative to the spaced locations of the flange
50a, 50b.

Referring to Figure 16, an exemplary embodiment is shown wherein the stability has been further improved by bending the flange seal at the distal end so that a foot is provided to come into contact with the surface when the packaging is stood up. Again, the foot enhance the stability by providing a larger area of contact and the bend enables tolerances in assembly and / or manufacture to be accommodated.

Since the stability of the pack depends on the centre of gravity, an optional feature is to apply a weight to the packaging to provide a localised increase in mass in order to shift the centre of gravity. The weight may also provide a fun wobble factor to the packaging.

Figure 17 shows an opening sequence of a particularly exemplary embodiment. Here, the confectionery packaging 10 is formed of two preformed shells 20, 30 that are sealed together at a flange seal. The flanges are exaggerated and given an aesthetic appeal. Moreover, a portion of the flanges 50 and a stand 52 are provided and arranged to contact a surface to allow the packaging to be stably stood so that the promotional message of the packaging can be reproduced. The packaging is opened using a grasping portion 40 and peeling back one part from the other along the flange seal. The flanges 26, 36 are arranged along a slanted plane so that when one of the parts is removed, the bottom of the egg is cupped by the remaining part and the top of the egg is conveniently provided to the consumer so that they can consume the egg whilst holding it through the packaging.

Figures 18 and 19 show further exemplary embodiments wherein multiple eggs have been provided in a single packaging 10. Here, perforations or fracture lines 14 are provided to enable a consumer to separate the packaging into single packages. Here, the single packages are substantially as herein described, wherein the large packages are formed by joining multiple packages through the flanges. Furthermore, Figure 18 shows an optional feature whereby an aperture 60 is formed through the flange seal or one of the flanges so as to enable the packaging to be hung from a display. It will be appreciated that an aperture can be provided in any of the embodiments herein described.

Although preferred embodiment(s) of the present invention have been shown and described, it will be appreciated by those skilled in the art that changes may be made without departing from the scope of the invention as defined in the claims.

Claims

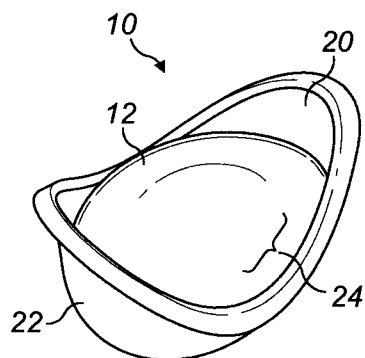
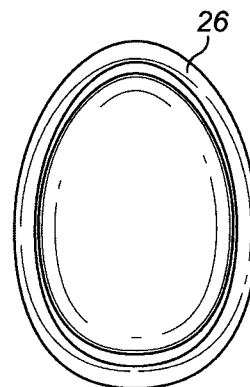
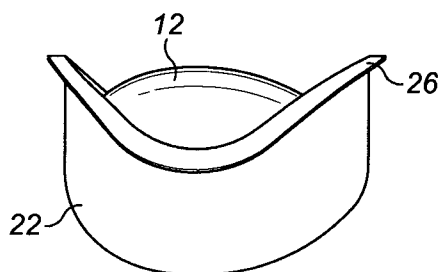
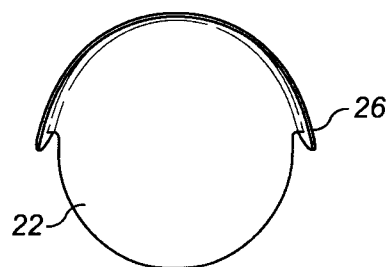
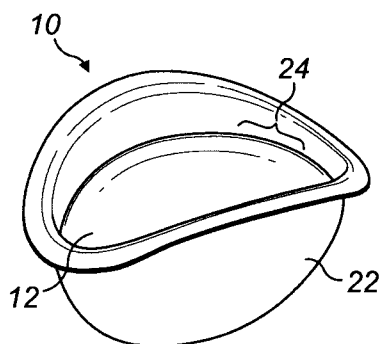
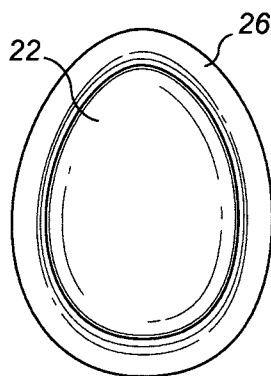
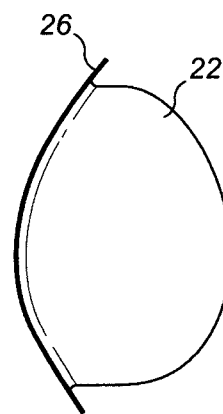
1. A packaging assembly comprising:
a confectionery packaging that packages an ovoid confectionery product;
5 and
a secondary packaging,
wherein the confectionery packaging comprises a first preformed part and a second part, wherein the first and second parts are sealed together about the ovoid confectionery product at flanges that extend away from main surfaces of each part, the
10 flanges being arranged to provide a gripping portion that allows a consumer to grip the packaging in order to apply a separating force to separate one part from the other through the seal between the flanges, by peeling the first and second parts away from one another along the seal, said main surfaces substantially corresponding to the shape of the ovoid confectionery product and being inherently unstable when placed, in use,
15 on a planar, level surface,
and
the secondary packaging comprises a surface having at least one aperture,
wherein the secondary packaging provides a support to the confectionery packaging by abutment between the flanges and the surface, such that the
20 confectionery packaging is prevented from falling through the surface only by abutment between the flanges and the surface, and the confectionery packaging is therefore suspended within the secondary packaging, such that the first part of the confectionery packaging extends above the secondary packaging, allowing it to be gripped, and the second part of the confectionery packaging is located within the aperture.
25
2. The packaging assembly of claim 1, wherein multiple such confectionery packages are provided and the surface of the secondary packaging includes a plurality of apertures.
- 30 3. A method of packaging a confectionery package that packages an ovoid confectionery product, wherein the confectionery package comprises a first preformed part and a second part, wherein the first and second parts are sealed together about the ovoid confectionery product at flanges that extend away from main surfaces of each part, the flanges being arranged to provide a gripping portion that allows a consumer to
35 grip the packaging in order to apply a separating force to separate one part from the

other through the seal between the flanges, by peeling the first and second parts away from one another along the seal, said main surfaces substantially corresponding to the shape of the ovoid confectionery product and being inherently unstable when placed, in use, on a planar, level surface, wherein the method comprises:

- 5 supporting a flange of the confectionery package in a secondary packaging by abutment between the flange and a surface surrounding an aperture of the secondary packaging, such that the confectionery package is prevented from falling through the surface only by abutment between the flange and the surface, and the confectionery package is therefore suspended within the secondary packaging, such that the first part
- 10 of the confectionery packaging extends above the secondary packaging, allowing it to be gripped, and the second part of the confectionery packaging is located within the aperture.

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**FIG. 1A****FIG. 1B****FIG. 1C****FIG. 1D****FIG. 2A****FIG. 2B****FIG. 2C**

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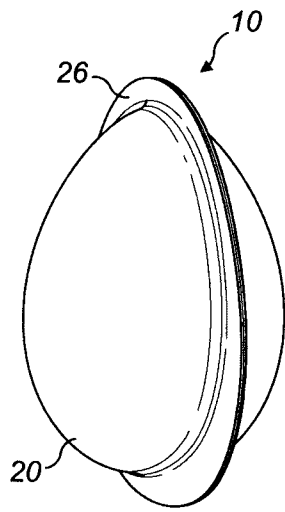


FIG. 3A

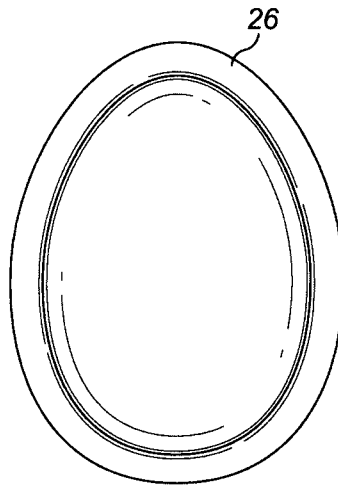


FIG. 3B

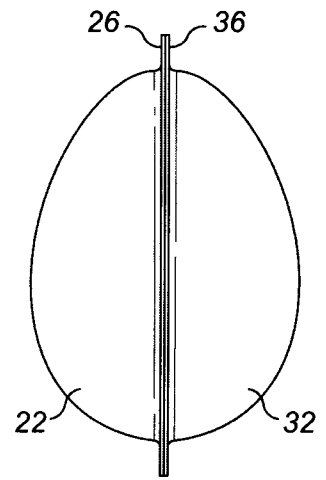


FIG. 3C

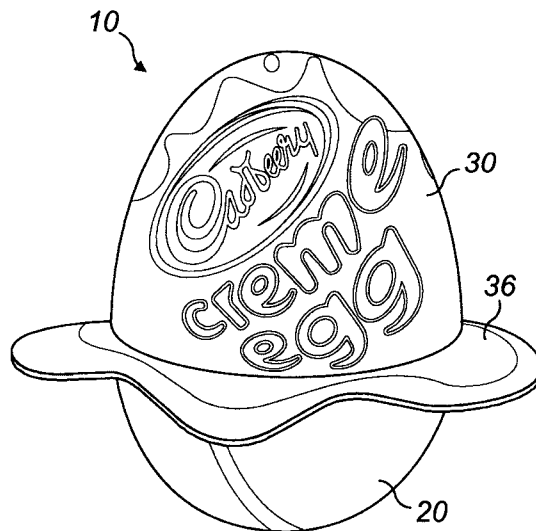


FIG. 4

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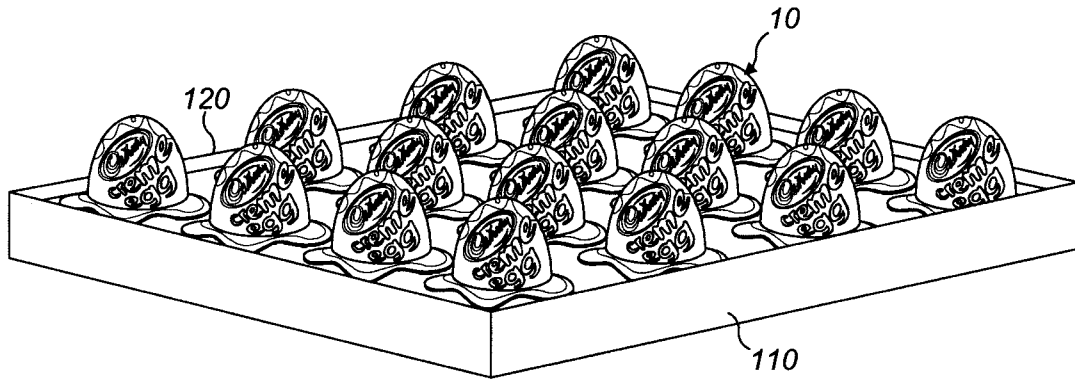


FIG. 5

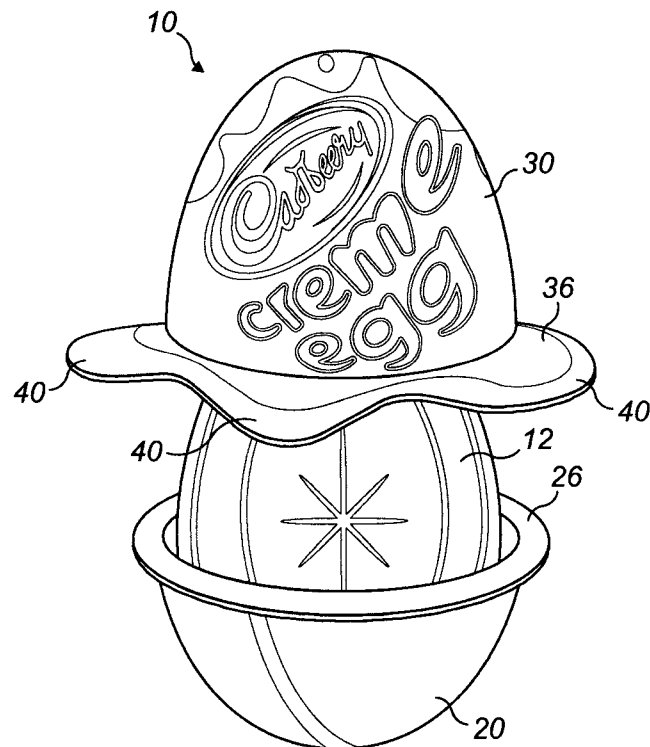


FIG. 6

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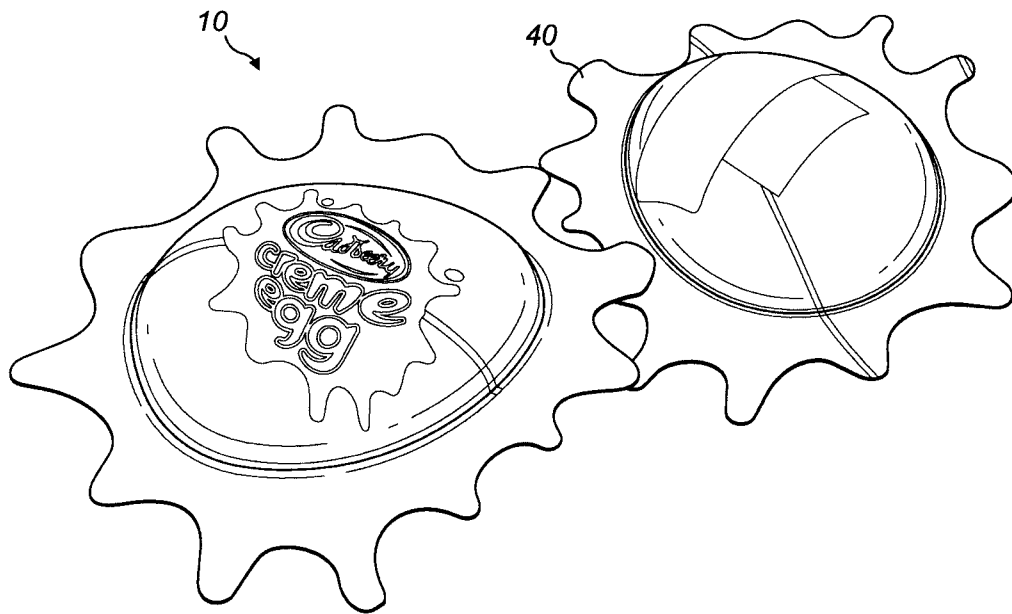


FIG. 7

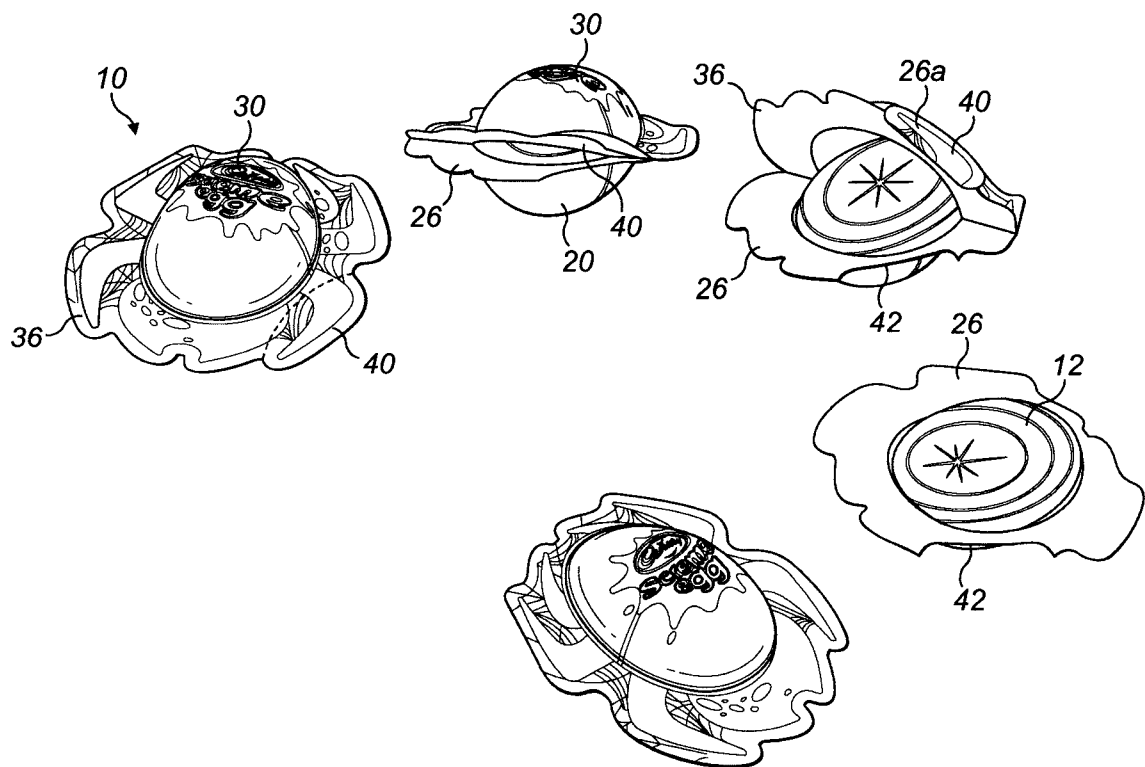


FIG. 8

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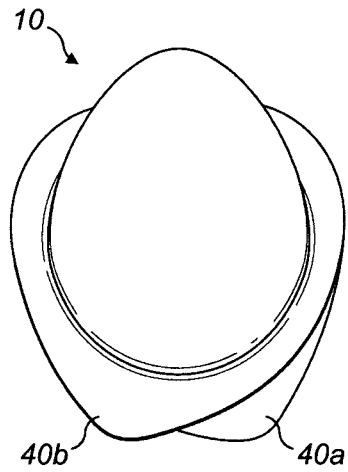


FIG. 9

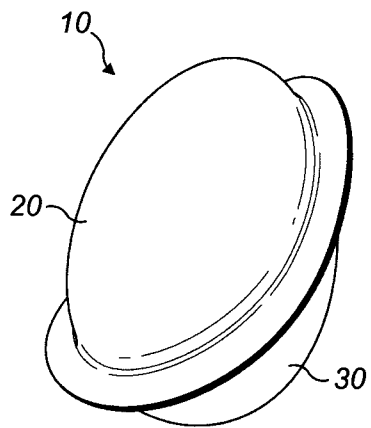


FIG. 10A

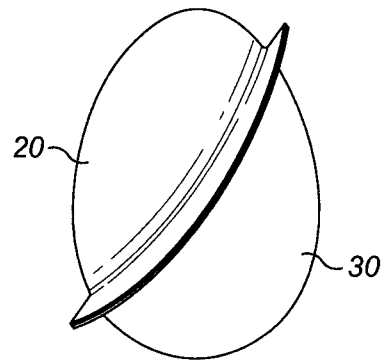


FIG. 10B

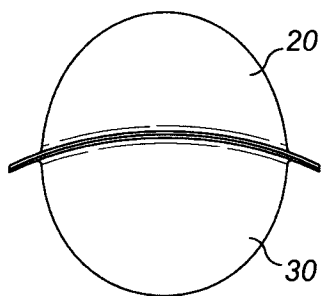


FIG. 10C

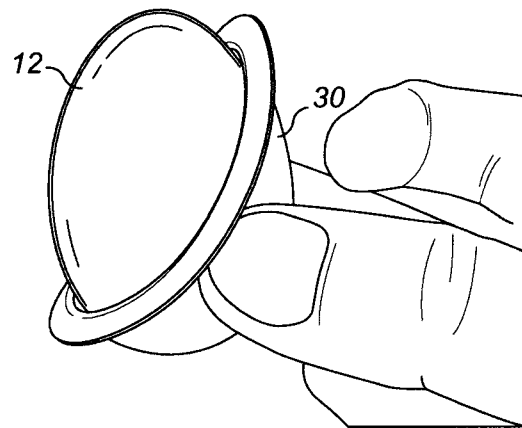


FIG. 10D

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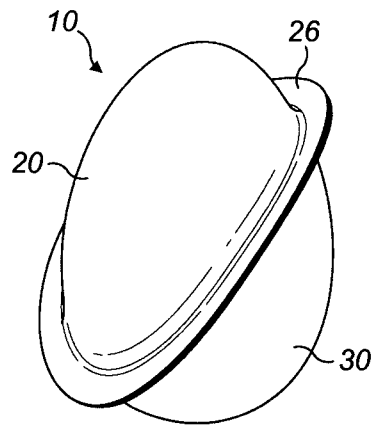


FIG. 11A

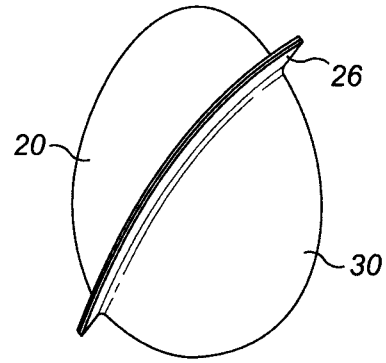


FIG. 11B

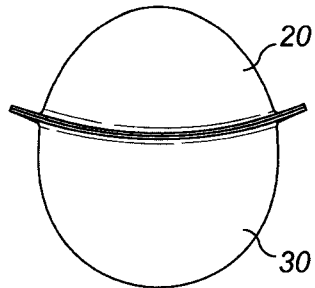


FIG. 11C

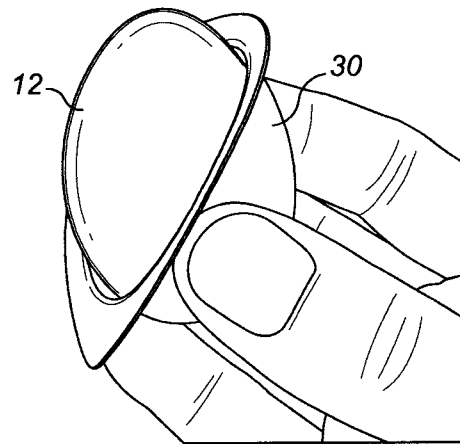


FIG. 11D

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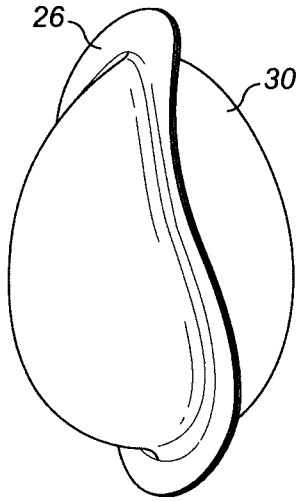


FIG. 12A

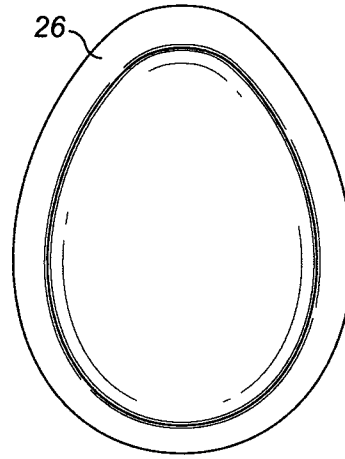


FIG. 12B

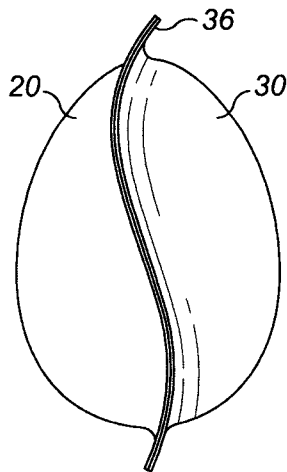


FIG. 12C

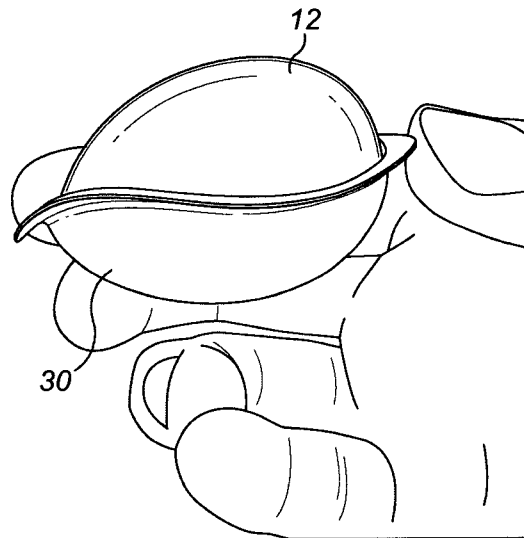


FIG. 12D

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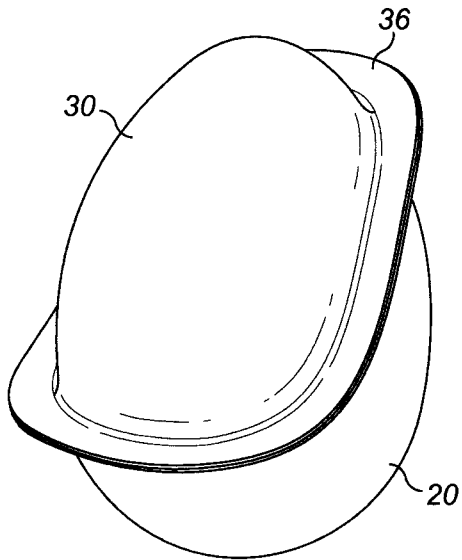


FIG. 13A

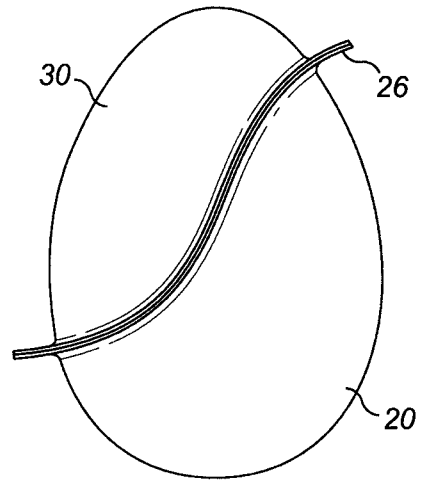


FIG. 13B

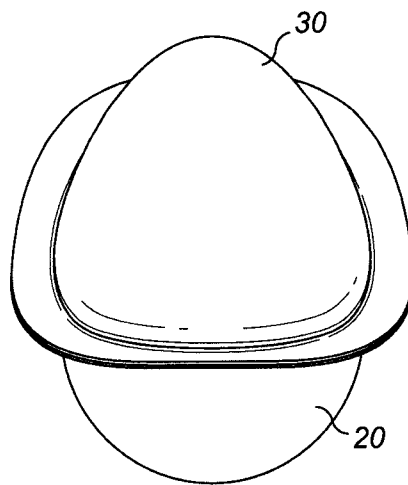


FIG. 13C

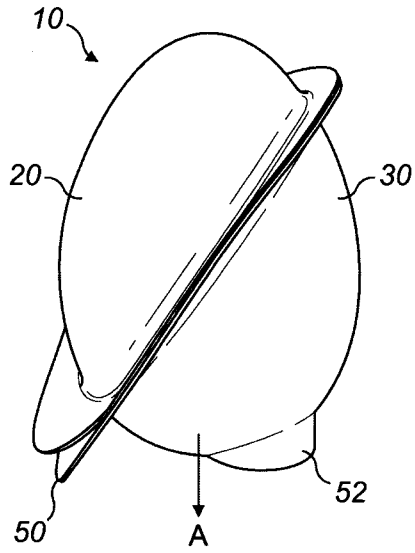


FIG. 14A

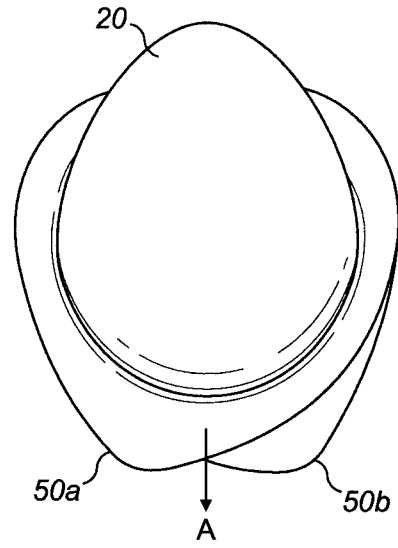


FIG. 14B

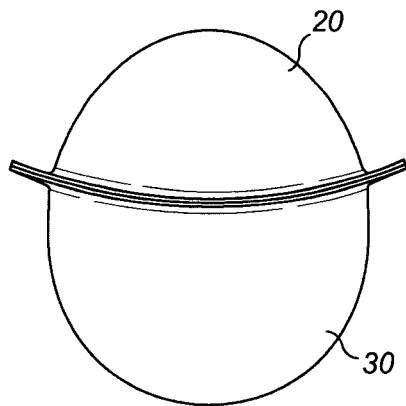


FIG. 14C

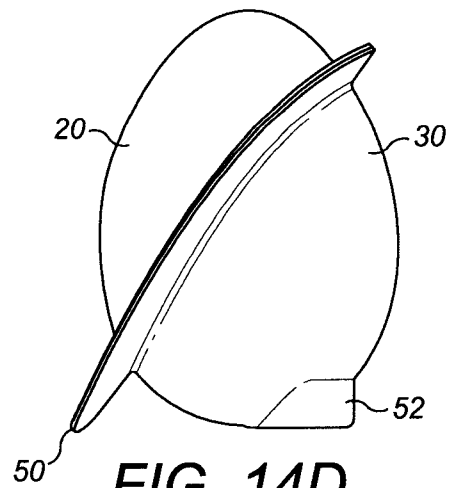


FIG. 14D

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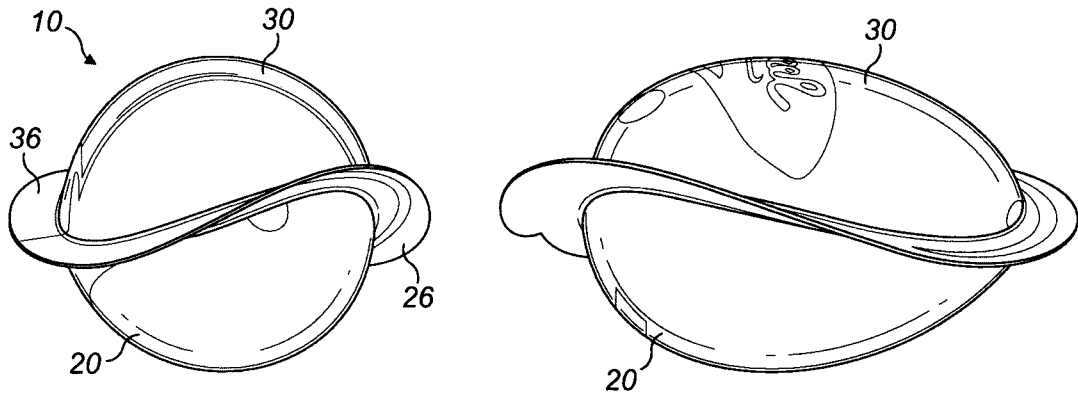


FIG. 15

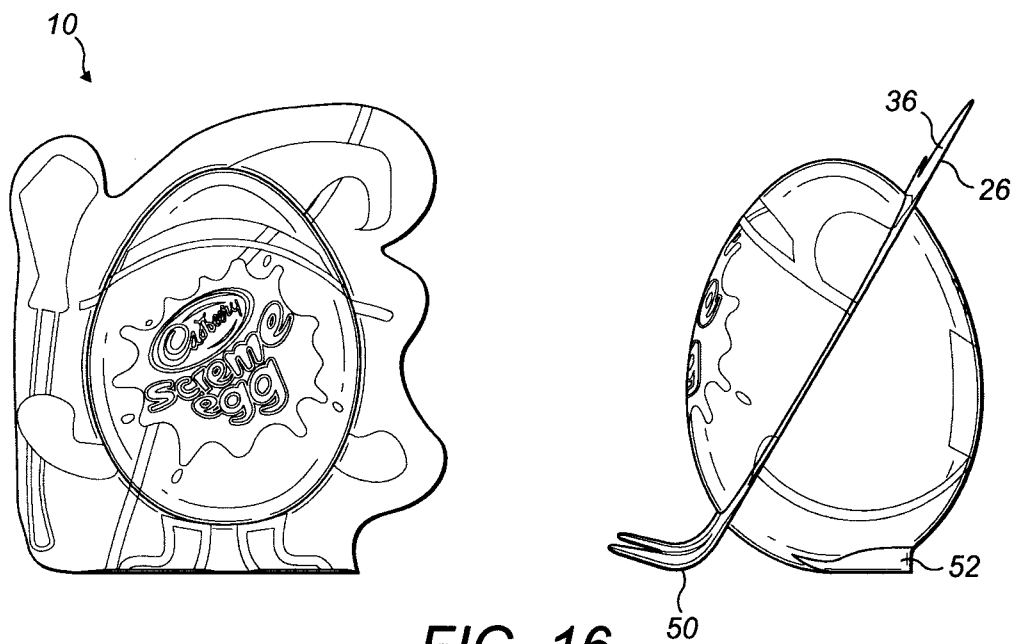


FIG. 16

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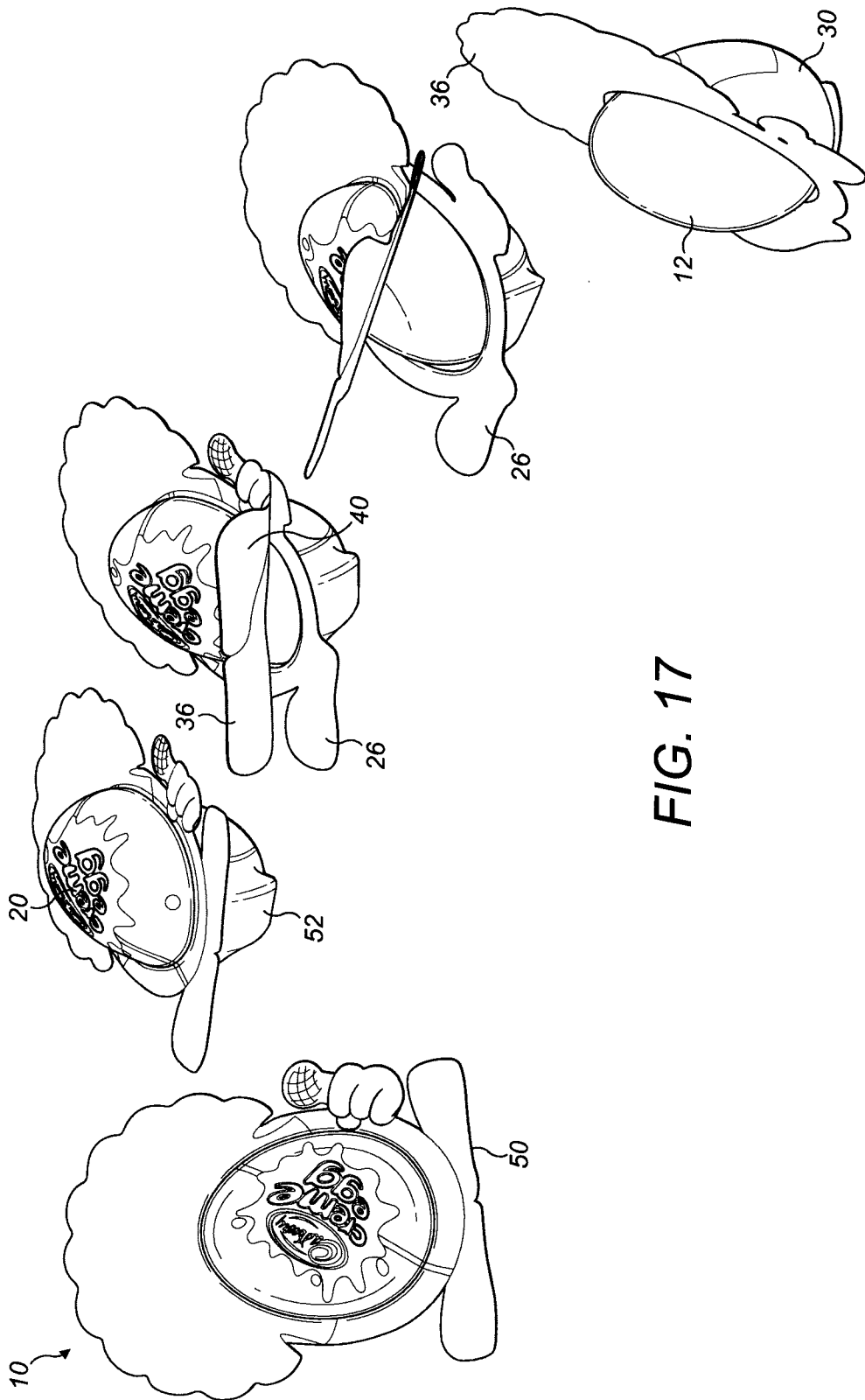


FIG. 17

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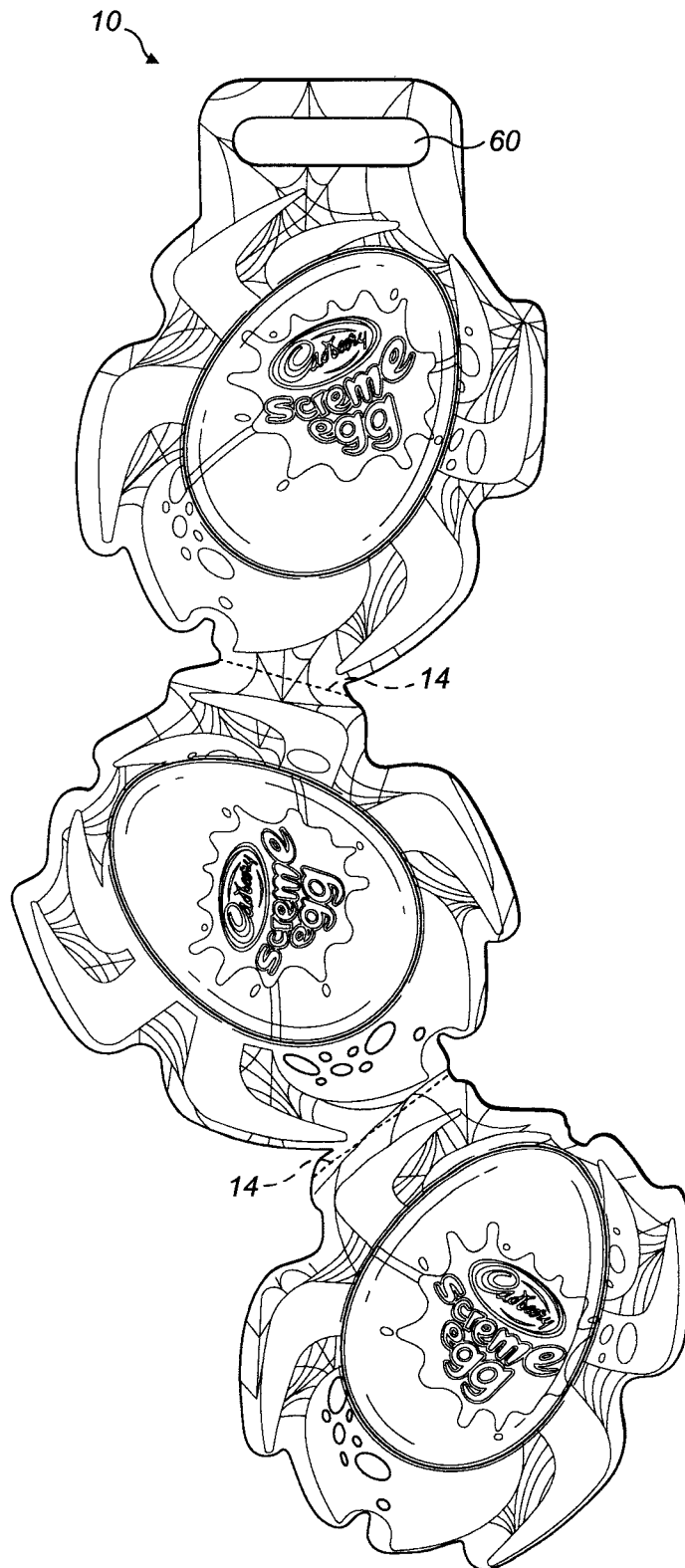


FIG. 18

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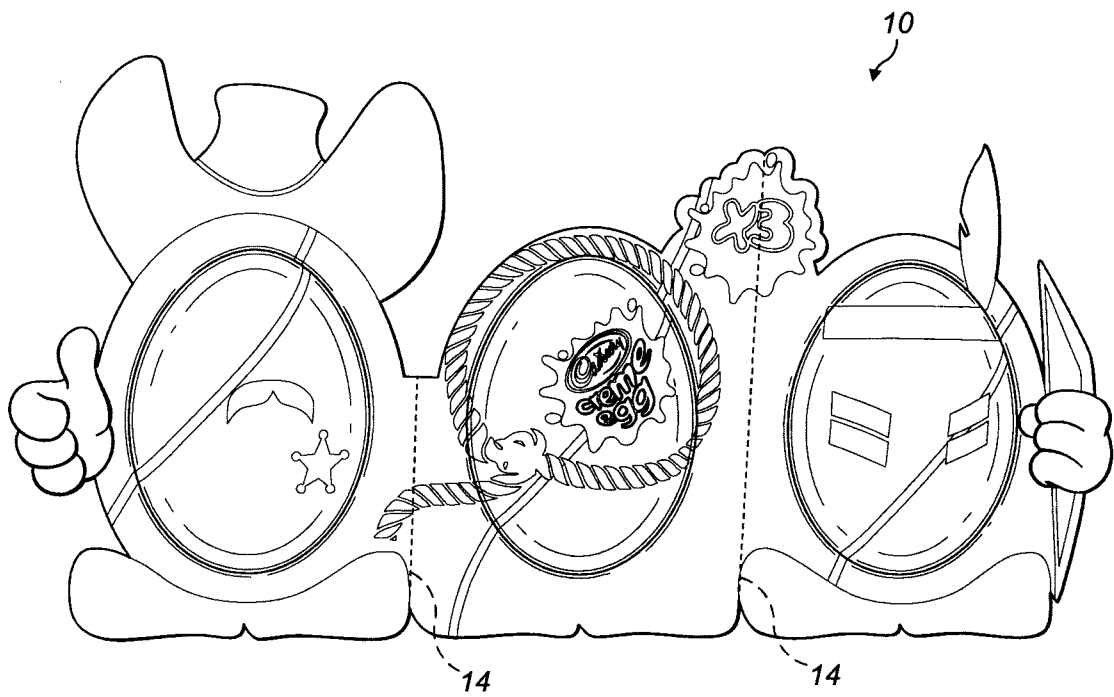


FIG. 19

